Orders

Order / Rev:

104117

Alt Order #:

06831873

Product Desc:

BERKLEY FOR SENATE

Estimate:

Flight Dates:

08/28/12 - 09/03/12 07/09/12 / 08/10/12

Original Date / Rev: Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Berkley, Shelley for Senate

Demographic: A35+

Product Codes:

Revenue Codes:

PLC01

Priority:

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 08/27/12 09/03/12 \$53,950.00 73 \$45,857,50 Totals

Month # Spots Gross Amount Net Amount Rating September 2012 73 \$53,950.00 \$45,857.50 0.00 Totals 73 \$53,950.00 \$45,857.50 0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102.04

Share	Totai
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
20%	\$22,020.41
0%	\$0.00
0%	\$0.00
16%	\$17,616.33
0%	\$0.00
13%	\$1 4,313.27
0%	\$0.00
0%	\$0.00
2%	\$2,202.04
	0% 0% 0% 0% 20% 0% 16% 0% 13% 0%

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp v	w/WagM	5-6a	-TWTF	:30	8	\$400.001	0.00 NM	8	\$3,200.00
					M-F 5-6a WakeUp	w/Wagners								
		NEWS												
		Star	rt Date	End Date	Weekdays S	pots/Week	Rate	Rating						
_	W	eek: 08/2	27/12	09/02/12	-TWTF	8	\$400,00	0.00						

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KSNV

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Order / Rev:

104117

Advertiser:

Berkley, Shelley for Senate

Aļt Order#:

06831873

73 Product

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

08/28/12 - 09/03/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	08/28/1	12 08/31/12	M-F 5-6a WakeU M-F 5-6a WakeU	_	5-6a	-TWTF	:30	8	\$400.001	0.00 NM	8	\$3,200.00
NEWS												
<u>Sta</u> Week: 08/	rt Date	End Date	<u>Weekdays</u> -⊺wTF	Spots/Week	Rate	Rating						
		09/02/12	M-F 5-6a WakeU	8 MS-M/M	\$400,00 5-6a	0.00 M	:30	2	\$400.001	0.00 NM	,	9000 A
L Z KONV	03/03/1	12 00/03/12	M-F 5-6a WakeU		J-0a	V	.30	2	\$400.00 T	U.UU MIVI	2	\$800.00
NEWS				, 								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/		09/09/12	М	2	\$400.00	0.00						
	09/03/1	12 09/03/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	M	:30	2	\$700.001	0.00 N M	2	\$1,400.00
NEWS Sta	rt Date	End Date	Weekdays	Snoto/Mook	Poto	Datina						
Week: 09/		09/09/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
			M-F 6-7a WakeU		6-7a	-TWTF	:30	8	\$700.001	0.00 NM	8	\$5,600.00
			M-F 6-7a WakeU	_				•	Ψ, σσ,σσ.	0100 11111	ı	ψυ,σσσ.σ.
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/ E 5 KSNV		09/02/12	-TWTF Today Show	8 CM	\$700.00	0.00	-00		04 400 004	0.00.104		0 (100 0 (
E 3 KONV	09/03/1	12 09/03/12	Today Show	CM	658a-9am	M	:30	1	\$1, 40 0.001	0.00 NM	1	\$1,400.00
TODAY			roddy Ollott									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	03/12	09/09/12	M	1	\$1,400.00	0.00						
E 6 KSNV	08/28/1	12 08/28/12	•	CM	658a-9am	~T~	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY			Today Show									
TODAY	rt Date	End Date	Montedayo	Consta Mile ale	D-4-	D -4:						
Week: 08/		09/02/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$1,400.00	<u>Rating</u> 0,00						
E 7 KSNV			Noon News	CM	12-1230pm	-TWTF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
			Noon News						,	4,00 (411)	•	Ψ1,100.00
NEWS												
<u>Sta</u> Week: 08/	rt Date	<u>End Date</u> 09/02/12	<u>Weekdays</u> -TwTF	Spots/Week	Rate	Rating						
			M-F Today Show	11 2 2 4 4 6 1 1	\$425.00	0.00	.00	1 4	# 500.004	0.00.104		4500.00
E 9 KONV	09/03/1	12 09/03/12	M-F Today Show		9-10a	M	:30	1	\$5 00 .001	0.00 NM	1	\$500.00
NEWS			III I TOGGY CHOW	"								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	M	1	\$500.00	0.00						
E10 KSNV	08/28/1	12 08/31/12	M-F Today Show		9-10a	-TWTF	:30	4	\$500.001	0.00 NM	4	\$2,000.00
NEWC			M-F Today Show	II								
NEWS	rt Date	End Date	<u>Weekdays</u>	Cnoto/Mook	Doto	Detina						
Week: 08/		09/02/12	~TWTF~~	Spots/Week 4	<u>Rate</u> \$500.00	Rating 0.00						
			NEWS 3 at 4 (1 I		4-5pm	-TWTF	:30	4	\$700,001	0.00 NM	4	\$2,800.00
_ ,, ,,,,,,			4PM NEWS (1 ho		(4:30 PM-5:0		.00	7	ψ100,001	0.00 14171	,	Ψ2,000.00
NEWS			•	•	•	,						
	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/		09/02/12	-TWTF	4	\$700.00	0.00						
E 12 KSNV	09/03/1	12 09/03/12	NEWS 3 at 4 (1)		4-5pm	M	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS			4PM NEWS (1 ho	our)	(4:30 PM-5:0	10 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	M	1	\$700.00	0.00						
			NEWS 3 at 4 (1 I	HOUR)CM	4-5pm	M	:30	1	\$700.001	0.00 NM	1	\$700.00
			4PM NEWS (1 ho		(4:00 PM-4:3	0 PM)		•		2		+. 50.00
NEWS				_								
-	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	M	1	\$700.00	0.00	.00		#700 cc 1	0.05		**
E 14 KSNV	U0/28/1	2 00/31/12		СМ	4-5pm	-TWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00

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KSNV

Order / Rev:

104117

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06831873

08/28/12 - 09/03/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

308

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type \$	Spots	Amount
NEWS			NEWS 3 at 4 (1 4PM NEWS (1 h		(4:00 PM-4:3	0 PM)					
	art Date /27/12	End Date 09/02/12	<u>Weekdays</u> TWTF	Spots/Week	<u>Rate</u> \$700.00	Rating 0.00			1		
	08/28/1	2 08/31/12	M-F Early News M-F Early News	CM	5-630p	-TWTF	:30	4 \$1,000.001	0.00 N M	4	\$4,000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		09/02/12 2 09/03/12	-TWTF M-F Early News M-F Early News	CM ⁴	\$1,000.00 5-630p	0.00 M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
NEWS <u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09, E 17 KSNV		09/09/12 2 09/02/12	•	1 CM	\$1,000.00 6:30-8pm	0.00 s	:30	1 \$375.001	0.00 NM	1	\$375,00
VEGAS	S INC art Date	End Date	Vegas Inc. Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 08	/27/12	09/02/12	Face to Face w/ I	1	\$375.00 730-758pm	0.00 -TWTF	:30	4 \$800.001	0,00 NM	4	\$3,200.00
FACE			Face to Face w/	J.Ralston				•	-1.22 /	,	\$0,200.00
Week: 08		End Date 09/02/12	Weekdays -TWTF	Spots/Week 4	7	Rating 0.00					
E 19 KSNV FACE	09/03/1	2 09/03/12	Face to Face w/		730-758pm	M	:30	1 \$800.001	0.00 NM	1	\$800.00
<u>Sta</u> Week: 09	art <u>Date</u> /03/12	End Date 09/09/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
E 20 KSNV WH/JE		2 09/03/12	M-F Jeop/Wheel M-F Jeopardy/W	CM heel of Fortun	630-730pm e	M	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
	art Date	End Date 09/09/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
			M-F Jeop/Wheel M-F Jeopardy/W	СМ	630-730pm	-TWTF	:30	8 \$1,000.001	0.00 NM	8	\$8,000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08 E 22 KSNV		09/02/12 12 09/02/12	-TWTF Sa-Su News 3 at Sa-Su News 3 at	ElevenCM	\$1,000.00 11pm-1135p	0.00 omSS	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
NEWS Sta	art <u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 08 E 23 KSNV		09/02/12 12 08/31/12	M-F News 3 at El	even CM	\$1,100.00 11pm-1135p	0.00 m -TWTF	:30	4 \$1,100.001	0.00 NM	4	\$4,400.00
NEWS	art Date	End Date	M-F News 3 at E	leven <u>Spots/Week</u>	Rate	Rating					
Week: 08	/27/12	09/02/12	-TWTF M-F News 3 at E	4	\$1,100.00 11pm-1135p	0.00	:30	1 \$1,100.001	0.00 NM	1	\$1,100,00
NEWS			M-F News 3 at E			•••		. 41,100,001	3.00 11111	'	\$ 1,100.00
Week: 09		End Date 09/09/12	Weekdays M		\$1,100.00	Rating 0.00					
	09/02/1 "S NIGH		Sports Night in La Sports Night in L	_	Sun 1135p-1	1200aS	:30	1 \$200.002	0.00 NM	1	\$200,00
	art Date	End Date 09/02/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00					
E 26 KSNV		2 09/01/12		СМ	7a-9am	S-	:30	2 \$625.001	0.00 NM	2	\$1,250.00

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KSNV

Totals

73

\$53,950.00

Order / Rew: 104117
Alt Order #: 06831873

Advertiser:

Berkley, Shelley for Senate

Flight Dates:

08/28/12 - 09/03/12

Product Desc: Estimate: BERKLEY FOR SENATE

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Saturday Today Saturday Today SAT TODAY Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 08/27/12 09/02/12 ----S-\$625.00 0.00 N27 KSNV 08/28/12 08/31/12 The Tonight Show CM 1135p-1237a -TWTF--:30 \$425.001 0.00 NM \$425.00 **Tonight Show NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 08/27/12 09/02/12 -TWTF--\$425.00 0.00